

Regional Profile: WESTERN EUROPE

TOTAL ALL WESTERN EUROPEAN ARRIVALS TO THE U.S.

TRENDS IN ARRIVALS (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	11,175	9,111	8,248	8,294	9,306	9,880	9,675	-1,500
% Change	3%	-18%	-9%	1%	12%	6%	-2%	-13%

TRENDS IN RECEIPTS (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts ¹	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
% Change	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Receipts (at U.S. destinations)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change ²
Personal Computer	43%	40%	4 pts.
Travel Agency	36%	38%	-2 pts.
Airlines Directly	20%	18%	2 pts.
Friends/Relatives	14%	14%	0 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	52%	52%	0 pts.
Visit Friends/Relatives (VFR)	24%	22%	2 pts.
Business/Professional	17%	20%	-3 pts.
Convention/Conference	4%	3%	0 pts.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Leisure/Rec./Holidays	67%	67%	0 pts.
Visit Friends/Relatives (VFR)	37%	36%	1 pt.
Business/Professional	20%	23%	-3 pts.
Convention/Conference	6%	6%	0 pts.
NET PURPOSES OF TRIP:			
Business & Convention	23%	26%	-3 pts.
Leisure & VFR	84%	83%	2 pts.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change ²
Taxi/Cab/Limousine	42%	43%	-1 pt.
Rented Auto	33%	35%	-2 pts.
Company or Private Auto	24%	24%	-1 pt.
City Subway/Tram/Bus	23%	24%	-1 pt.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change ²
Dining in Restaurants	88%	90%	-2 pts.
Shopping	87%	89%	-3 pts.
Visit Historical Places	45%	44%	2 pts.
Sightseeing in Cities	45%	44%	1 pt.
Amusement/Theme Parks	30%	30%	0 pts.
Visit Small Towns	27%	29%	-2 pts.
Art Gallery/Museum	27%	26%	1 pt.
Cultural Heritage Sites	25%	24%	1 pt.
Touring Countryside	24%	26%	-2 pts.
Water Sports/Sunbathing	22%	23%	-1 pt.

Regional Profile: WESTERN EUROPE
TOTAL ALL WESTERN EUROPEAN ARRIVALS TO THE U.S.

SELECTED TRAVELER CHARACTERISTICS	2006	2005	% Point Change or % Change ²
Advance Trip Decision Time (mean days)	101	105	-3 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	15%	17%	-2 pts.
First International Trip to the U.S.	23%	21%	2 pts.
Length of Stay in U.S. (mean nights)	14.2	14.7	-1 night
Length of Stay in U.S. (median nights)	10.0	10.0	0 nights
Number of States Visited (% 1 state)	68%	68%	0 pts.
Average Number of States Visited	1.5	1.5	0 states
Hotel/Motel (% 1+ nights)	77%	79%	-2 pts.
Average # of Nights in Hotel/Motel	7.7	8.5	-1 night
Travel Party Size (mean # of persons)	1.7	1.6	0.1 persons
Gender: % Male	58%	58%	0 pts.
Household Income (mean average)	\$99,300	\$98,200	\$1,100
Household Income (median average)	\$87,700	\$86,100	\$1,600
Average Age: Female	41	40	1 year
Average Age: Male	44	43	1 year

VISITATION TO U.S. DESTINATIONS ³	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
REGIONS				
MIDDLE ATLANTIC	41.4%	4,006	39.1%	3,783
SOUTH ATLANTIC	31.4%	3,038	35.2%	3,406
PACIFIC	19.9%	1,925	21.3%	2,061
MOUNTAIN	12.2%	1,180	12.0%	1,161
EAST NORTH CENTRAL	8.7%	842	8.9%	861
NEW ENGLAND	8.2%	793	7.4%	716
STATES / TERRITORIES				
New York	37.4%	3,619	34.5%	3,338
Florida	22.3%	2,158	24.8%	2,400
California	18.2%	1,761	20.1%	1,945
Nevada	8.7%	842	8.7%	842
Massachusetts	6.3%	610	5.5%	532
CITIES				
New York City	36.4%	3,522	33.1%	3,203
Orlando	13.3%	1,287	14.5%	1,403
San Francisco	9.9%	958	10.9%	1,055
Los Angeles	9.1%	880	9.9%	958
Las Vegas	8.5%	822	8.6%	832
Miami	6.7%	648	7.7%	745
Boston	5.7%	552	5.1%	493
Washington, D.C.	4.8%	464	4.9%	474

Regional Profile: WESTERN EUROPE

TOTAL ALL WESTERN EUROPEAN ARRIVALS TO THE U.S.

Notes:

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (-) No estimate available.
- (n/a) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a few of the 35 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:
<http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:
<http://www.tinnet.ita.doc.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

Publication Date: June 2007